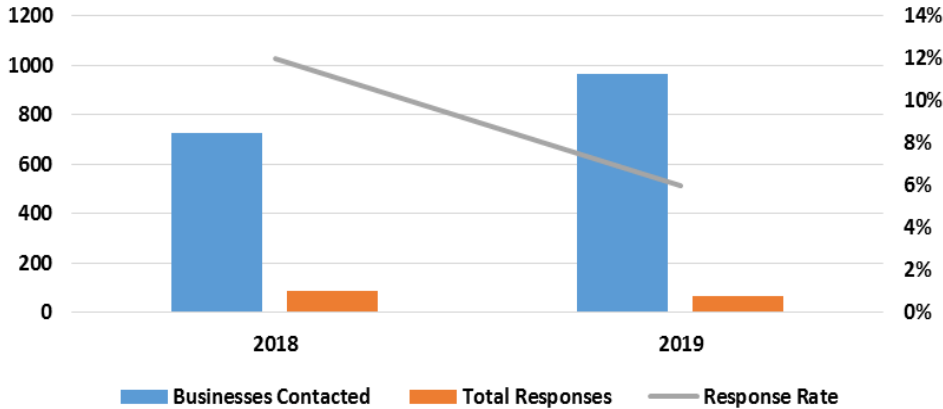
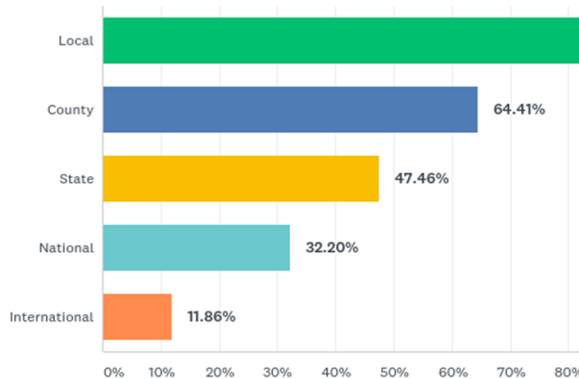
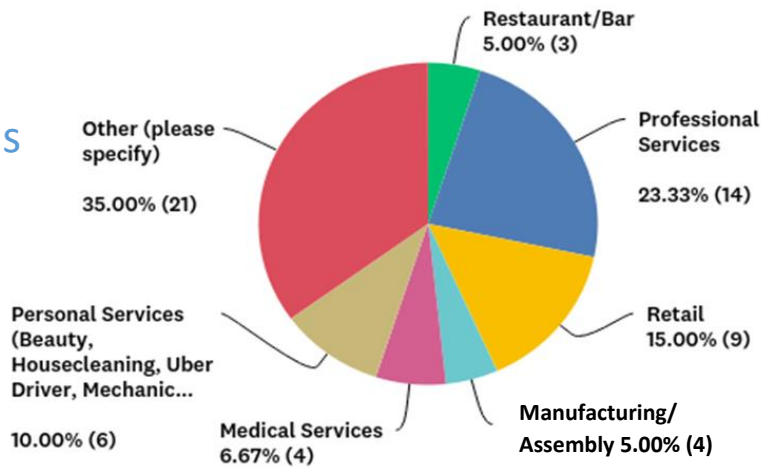


MONROE BUSINESS PROFILE

Outreach and Response Analysis

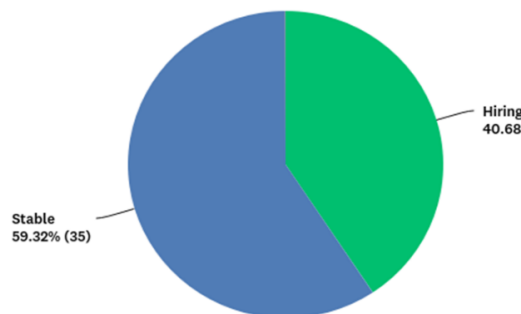


Monroe's Diverse Industry Profile



Reaching Markets Locally and Internationally

With a Positive Employment Outlook



2019 MONROE BUSINESS SURVEY

The **2019** Monroe Business Survey is concluded and results are in; Monroe's unprecedented period of growth continues.

The information gathered provides insight into the profile of Monroe's businesses and informs Monroe's elected officials on the issues most important to our community's employers.

In 2019 966 businesses were sent the survey, an increase of 33% over 2018. In spite of a larger polling, the response rate was down nearly 50%. The Economic Development Advisory Board has requested that the 2020 survey include a more robust rollout and campaign to increase participation in the survey.

A typical Monroe business is a small businesses, providing a service (retail, personal or professional) run by the owner and selling to a local market. The overall consensus is businesses are doing well; Employers are hiring and or stable in their employment and a majority are planning expansions in the next 3 years. All bodes well for the City of Monroe in the coming year. Thank you to all that participated.

MONROE BUSINESS PROFILE

THE ISSUES



The survey polls businesses in Monroe on issues that city officials deal with on a daily basis; public safety, homelessness and other efforts that impact the city's budget. The survey ensures the voice of business gets into the decision making process.

Question: *Please share any additional comments regarding this survey or actions the city should take to improve the business climate in Monroe.*

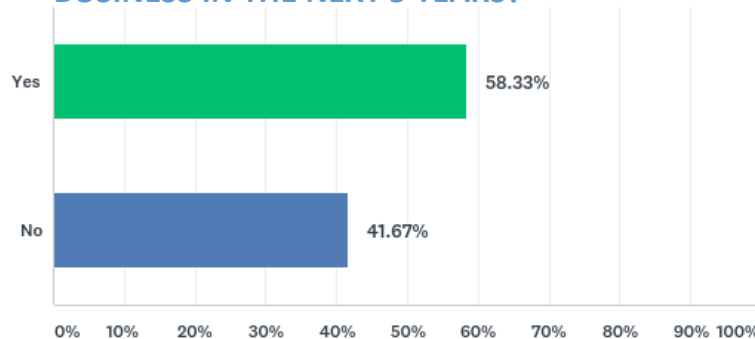
"The city continues to lack any real identity or brand.. the downtown lacks any cohesiveness and continues to house businesses that are not Main St businesses.. they lack symbiosis..."

"Monroe lacks an aesthetic. The city should focus on branding, marketing, and drawing foot traffic into our parks and businesses as well as pulling traffic off of Highway 2 and into our businesses. We also need a tourism destination area (downtown)."

"The 522 completion is huge, Traffic (including the train) is a big problem. "

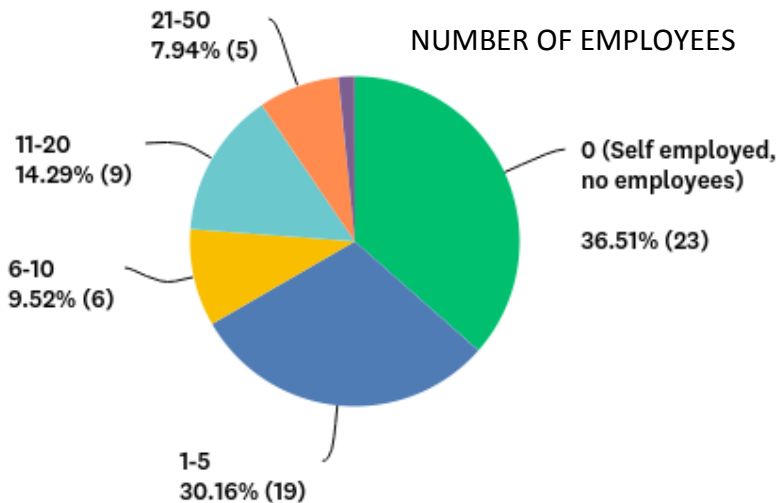
"More diversity in business content."

ARE YOU PLANNING AN EXPANSION OF YOUR BUSINESS IN THE NEXT 5 YEARS?



A Community Growing and Expanding

A Healthy Mix of Small Businesses and Larger Manufacturers with Total Wages in 2018 of \$462,110,346*



Investment Priorities Based on Growth and Compassion.

Number 1 Priority

- 64% Request State Legislature Finish State Route 522 between Monroe and Paradise Rd.
- 13.2% Provide Shelter and Services to Chronically Homeless
- 12% Replace Gateway and Wayfinding Signs to Direct Residents and Visitors to Business Districts and Attractions
- 7.6% Support Multi-family Housing adjacent to Work Centers
- 5.6% Partner with Everett Community College

Number 2 Priority

- 38% Replace Gateway and Wayfinding Signs to Direct Residents and Visitors to Business Districts and Attractions
- 22.6% Partner with Everett Community College
- 17.8% Request State Legislature Finish State Route 522 between Monroe and Paradise Rd.
- 15.3% Support Multi-family Housing adjacent to Work Centers
- 9.4% Provide Shelter and Services to Chronically Homeless

Click to view the full results of the [2019 Monroe Business Survey](#)